



EDUCATIONAL PROGRAMMING

Support the Development of Financial Planners.

Webinars | \$8,500/one; \$16,000/two; \$21,500/three

Share your dynamic presentations with FPA members. Each 60-minute live webinar includes 50 minutes of presentation and 10 minutes of Q&A. The partner is responsible for developing content, inviting speakers, and identifying learning objectives. FPA is responsible for creating the registration link, hosting the live program, post-production, and securing and reporting CE credit. The webinar may also be posted on the FPA Learning Center as an on-demand product. Posted webinars retain recognition of the partner in the session description. FPA will market the webinar to members, and the partner is encouraged to share the registration link through its marketing channels. Visit FPA's Learning Center at [Learning | Financial Planning Association](#).

- Up to two announcements in Weekly Wrap emails per webinar
- Placement as available in FPA SmartBrief
- Average registrants 2024: 200 | average attendance 2024: 100

FPA Student Webinar Series | \$15,000

Join FPA in supporting the profession's future through a series of webinars focused on supporting students as they prepare to enter the profession.

- Branding in all member communications regarding student learning series in member emails, community postings, etc.
- Introductory slide in all webinars and recognition by volunteer host or FPA staff at the beginning of each session
- Branding on any follow-up messaging that goes out to student community members regarding the webinar
- Branding and brief paragraph (3-5 sentences) to accompany session recording on FPA's Learning Center
- This opportunity can be combined with the Student Community sponsor opportunity at a higher premium

FPA NexGen Leadership Learning Series | \$15,000

Get your message in front of FPA's member-only, new-planner community during their quarterly leadership training webinars. Content is focused on providing leadership skills and information for the emerging leaders in financial services. The opportunity includes:

- Branding in all member communications regarding leadership series in member emails, community postings, etc.
- Introductory slide to all webinars and partner recognition by volunteer host or FPA staff at the beginning of each session
- Branding on any follow up messaging that goes out to NexGen community members regarding the webinar
- Branding and brief paragraph (3-5 sentences) to accompany session recording on FPA's Learning Center

Note: This opportunity can be combined with the NexGen Community sponsor opportunity at a higher premium.

Knowledge Circle Sponsorships | \$15,000+

Knowledge Circle Sponsorships provide support to FPA's member-only, peer-to-peer communities. These groups focus on topics from Business Success, Retirement Planning, and Tax & Estate Planning to various community-based groups like Latino, African American, Neurodivergent, and Women in Finance. For a full listing, visit [FPA Knowledge Circles | Financial Planning Association](#).

Individuals join groups based on their alignment with or serving a certain community and professional interest, resulting in high engagement opportunities for partners.

- Partnership with FPA staff to determine which Knowledge Circle could help your organization meet your goals and target audience.
- Branding on the homepage of the Knowledge Circle and in the email digest community members receive regarding posts made in this Knowledge Circle. Emails go out in three frequencies: real-time when posts occur, daily digest, and weekly digest.
- Slide included before each Knowledge Circle webinar (typically monthly, but groups vary).
- Recognition as Knowledge Circle partner by that group's host or FPA staff at the beginning of each webinar.
- Branding included with that year's Knowledge Circle session recordings, located on FPA's learning platform.
- If the sponsored Knowledge Circle meets in person at FPA Annual Conference, the partner is invited to attend the session and leave literature in the room for that session only.

NOTE: Cost varies depending on Knowledge Circle and the number of meetings they host annually. Exclusive sponsorship of all Knowledge Circles is available at a higher premium and includes branding on Knowledge Circle real estate on the FPA website and the exposure listed above. Please be aware that Knowledge Circle content is curated by volunteer hosts, and their respective editorial calendars are not open for review or editing.

Content Hub | \$5,000

Make it easy for members to find your content! Build a dedicated page within the FPA Learning Center highlighting your webinars, videos, and resources. Included in the package are four Weekly Wrap insertions and two Learning Center banner ads (monthly placement) within a 12-month period.

Case Study | \$4,500

Show members how to address specific planning or business challenges by using your product. More than a list of features, Case Studies provides the opportunity to demonstrate a specific workflow or planning scenario. This 30-minute session will be recorded and posted for on-demand access on the FPA Learning Center. Marketing includes:

- One announcement in Weekly Wrap emails
- Placement as available in FPA SmartBrief
- The partner is encouraged to share the content link through its marketing channels.

FPA Learning Center Banner Ad | Price Varies

\$1,500: Promotion of content housed on FPA Learning Center

\$3,500: Promotion of content housed elsewhere

Place a banner ad promoting your educational programs within FPA's Learning Center platform. Live for one month, the banner ad can link to content housed within the FPA Learning Center or elsewhere.

- Reach: 5,000

Certificate Program | Contact for Pricing

Partner with FPA to develop an educational program that will provide advanced-level learning and/or a certificate upon completion. These long-form content courses can focus on industry trends, emerging technologies, or best practices. FPA will provide program management and marketing to suit partners' needs.

- Reach: Up to 700 annually

Let's Connect!

FPA is proud to be a partner in planning for our members, and we look forward to being your partner in helping drive awareness of your brand among the financial planning community.

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[Learn More!](#)